CSI
CAPITOL SERVICES INC
WASHINGTON, DC

DMCNETWORK
COMPANY

2015 ADMEI ACHIEVEMENT AWARDS

THE DETAILS

END USER
An International IT Corporation

PROGRAM
"Rock the Block – The Ultimate 'Concert in the Park'"

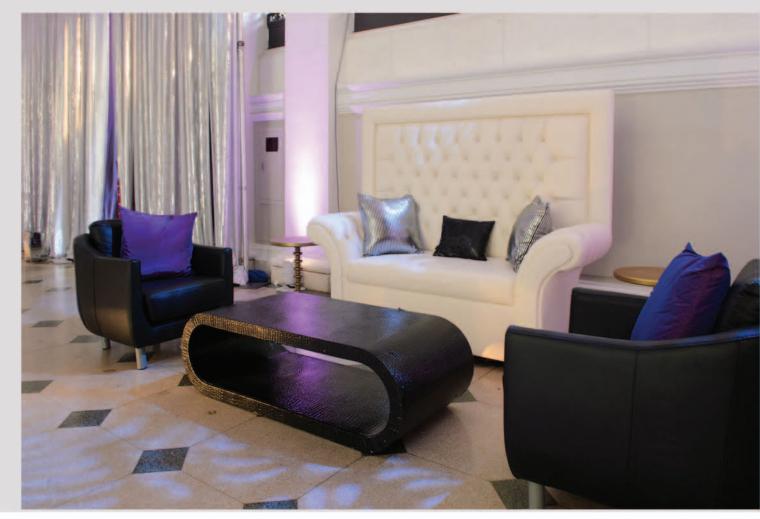**LOCATION**
WASHINGTON, DC

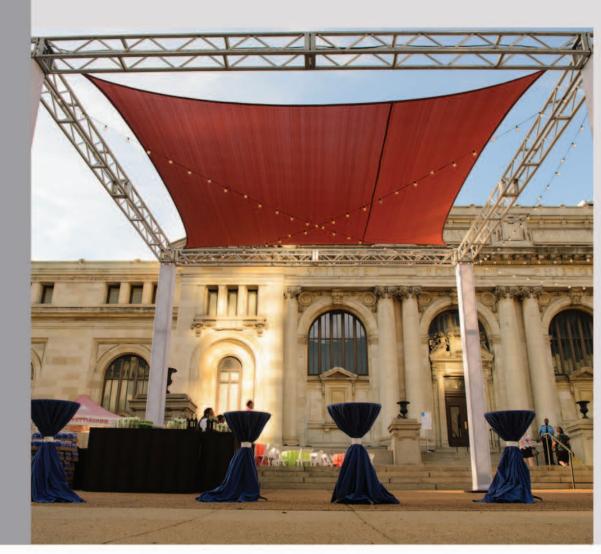**DATE**
July 16, 2014

ATTENDEES
6,000

OUR PLAN

Thus, CSI-Capitol Services Inc. created and executed an exclusive, never-been-done-before "Concert in the Park" for the 6,000 guests on the plaza between the Carnegie Library and the Washington Convention Center. The full-fledged block party allowed guests to relax in a casual atmosphere outside the confines of the week's serious seminars. CSI put together elements that delighted the client including concert tailgate fare, lawn games and festival décor, exclusive VIP sections within the Carnegie Library, and, of course, a special musical performance.

THE CHALLENGE

In July 2014, several thousand guests from around the world descended on Washington, DC for their annual multi-day meeting. With DC as the backdrop for the first time, the client decided to raise the bar and hold a celebratory party for the final night, complete with famous entertainment and casual indulgence. Additionally, our client wanted to reward their 2014 sales achievers during to the event with a VIP experience separate from the larger event, but still within the same space so they can mingle with all guests.

OUR SOLUTION

Food Trucks lined the streets exclusively for our event adding a special DC cultural element to the ambiance. Popcorn and cotton candy could be found throughout the casual seating underneath rope lighting. A VIP lounge located inside the Carnegie Library was designed just for the top sales achievers. Complete with furniture, private stations, and restrooms, the sales achievers could also access the section behind the stage during the concert. As day turned to dusk, the stage came to life, and guests headed towards the lights to see the opening act, Neon Trees, and headlining band, the popular Paramour!

BEST INNOVATIVE EVENTS ABOVE $500,000